

Southeastern Theatre Conference

EXHIBITORS REPRESENTATIVE  
(Exhibits; Exhibits Chair)  
**Manual of Operations**

**DESCRIPTION:**

The Exhibits Chair-Exhibitors Representative works closely with the SETC Central Office pre-convention to bring appropriate vendors to the convention, constantly inviting new vendors with new opportunities for our attendees. During convention we problem solve, build relationships and create an upbeat anything you need atmosphere that keeps vendors wanting to come back.

**PART I: OPERATING PROCEDURES** *(In this section should appear as much detail as may be necessary about how the subject group or activity functions. The procedures are not binding upon future users of the manual, but rather constitute useful hints from previous activists. They may be changed at any time.)*

- I. The Exhibits Chair serves as part of the **Services** Advisory Council and is required to attend annual fall and spring Advisory Council meetings.
  - A. The Fall Advisory Council meeting will be held on the first weekend following Labor Day.
  - B. The Spring Advisory Council meetings are typically scheduled the Wednesday of the convention (*the first Wednesday in March*).

II. Whenever requested the chair should submit items to *SETC News* editor via email on the schedule provided to them.

III. Exhibits Chair Guidelines

A. **Pre-Convention**

1. Continually throughout the year, solicit possible appropriate vendors for convention and bring the attention of Central office to receive invitation for registration.
2. Early in September, Central office will send out an invitation to vendors that exhibited the previous year to give them a jump on the process. Vendors will be able to register at that time.
3. In September, attend the SETC Fall Board Meeting in Charlotte.
4. Typically in the fall, Chairs will receive budget request forms. The Chair shall complete and submit the budget request to the SETC Executive Director according to the deadline given.
5. When a final floor plan is available and a final count on available booths is available, an invitation will be sent out to exhibitors from previous years and new vendors to register for convention. This will hopefully not be later than October 1<sup>st</sup>.
6. In October, work with Central office to assist in getting vendors who preregistered from the previous year to chose their booths in a timely fashion.

7. Work with central office on social events (*i.e., Exhibitors Social and Beer Break*) to help drive traffic towards sponsors. Work with Central office to increase traffic to the show floor via other programs.
8. In late December, contact all those that have not pre-registered and make sure they got their registration forms; also speak to them about the upcoming convention and remind them what the attendance numbers were for the previous convention. This is contingent on whether or not we have sold out our booth space or not.
9. In January, conduct a site visit to review for any problems that can be foreseen, to solve prior to arrival. This includes walking the load in/out access, finding restrooms, walking the venue to be able to give directions.
10. Starting in late January-early February, make phone calls to Exhibitors to be sure they have all of the information they need. Did they order power, internet from the venue? Remind them to place their order with Event services for any additional needs they may have (*i.e., tables, garbage cans, chairs, etc.*).

#### **B. On-Site at the Convention**

1. Arrive at the Convention Center on the Tuesday of the convention and meet with the Convention Center personnel, security, and any other person that may have an affect on the success of the Exhibit Hall (Union personnel that may be in charge of loading dock, head of security, Hospitality director, etc.).
2. Tuesday afternoon, attend the pre-convention Board Meeting(s).
3. Wednesday morning, meet with the Exhibit Services representative and go over the game plan for the load-in and load-out as well as any other issues that may arise. They provide drapery and carpet. The Exhibit Hall must be completely assembled by 1:00PM. Exhibitor load-in begins at 1:00PM and continues through 8:00PM. Must be onsite the entire time greeting exhibitors, presenting them with their badges, program(s), and any additional information necessary.
4. Thursday morning, prior to the opening of the Exhibit Hall(s), we have an exhibitors meeting at 9:30AM. This meeting is used to greet the exhibitors, go over the rules of the Exhibit Hall, and meet SETC's Executive Director, President, and Vice President of Services. It is also the time that exhibitors get to meet each other and ask any questions they may have.
5. Thursday and Friday the Exhibit Hall(s) open at 10:00AM and remain open until 6:00PM. Saturday the Exhibit Hall(s) open at 10:00AM and remain open until 1:00PM. During this time Booth Sitters will be provided for one hour to any exhibitor that requests them. Booth Sitters simply man the booth while the exhibitor is taking a break, attending a workshop, or attending to business. Booth Sitters do not sell any items or handle money in any way.
6. Each night, after the Exhibit Hall(s) have closed, contact Convention Center security personnel and do a walk through with them to make sure the room is locked and secure.
7. Saturday at 1:00PM the Commercial Exhibit Hall closes and load-out must be completed by 5:00PM. The first order of business is getting the cartage boxes back to their respective exhibitor. After that time it is up to the exhibitors to dismantle their booths and exit the building. If there is a Union representative at the loading dock

their instructions must be followed at all times. If there is no Union representative at the loading dock then the Exhibits Chair does the majority of the marshalling on the dock. Exhibit services will pull up the carpeting and dismantle the pipe and drape. This will be run by their supervisors. It is a fine dance between exhibitors, Exhibit services and the venue to get the banquet set up.

8. After all exhibitors have left the Exhibit Hall(s), do a final walk through with the Convention Center personnel, security, as well as the Exhibit Services company to make sure everything is intact and I am cleared of all responsibility.

### **C. Post-Convention**

1. Succession:
  - a. At the conclusion of the Chair's term of service, the Chair will review the committee manual and submit any changes to Operating Procedures to the Vice President of Services, following procedures outlined in Rule I.18.
  - b. The outgoing Chair will contact the newly appointed Chair to provide information and aid in the transition period as the new Chair takes office.
2. In April, coordinate with the Central Office to send out a thank you email to all exhibitors and remind them about next year's convention location and dates.
3. In April, send in the Convention Debrief. This is a short document that explains what went right and what needs improvement next year.

## **PART II: POLICY FROM HIGHER AUTHORITY**

### **BY-LAWS**

#### **ARTICLE V**

**Section 2.** The Vice-President of Services shall:

- (1) oversee and represent the primary service areas of the Corporation, including, but not limited to, the annual spring convention, the annual fall forum, publications, and auditions;
- (2) preside at meetings of the Services Council;
- (3) report to the Corporation regarding services and proceedings of the Services Council;
- (4) collaborate with the Executive Director and Central Office staff to develop products and services;
- (5) perform the duties of the President when designated to do so by the President or when the President is unable to fulfill such duties.

#### **ARTICLE IX MEETINGS**

**Section 1.** There shall be an annual convention of members at a time and place fixed by the Executive Committee. At this convention, an opportunity shall be provided for having a business meeting for consideration of business of the Corporation and for hearing and considering reports of committees. One per cent of the membership present by registration at a convention shall constitute a quorum at a business meeting.

**Section 2.** The Board of Directors and the Executive Committee shall meet regularly each year at annual conventions and in September. Other meetings of either group may be called by the

President whenever he or she deems necessary. A majority of the membership of either group shall constitute a quorum.

## **ARTICLE XI           ADVISORY COUNCILS**

**Section 1.** The Advisory Councils shall be composed of:

- (1) the chairs of all committees, including those concerned with auditions, festivals, awards, and activities;
- (2) the Liaison Officers;
- (3) a Vice-President of the Corporation, acting as chair.

**Section 2.** Each Advisory Council shall meet at the call of its chair to consider the reports of all of its members and to recommend action to the Executive Committee. Advisory Councils may recommend to the incoming President candidates for all appointive positions.

**Section 3.** Committee chairs shall:

- (1) furnish leadership to their respective committees;
- (2) stimulate and develop interest in their assigned areas;
- (3) file written reports on the dates requested by the Vice-President chairing their respective Advisory Council;
- (4) keep their operational manuals up to date;
- (5) collaborate with the Executive Director and Central Office staff.

**Section 4.** Chairs of Advisory Councils shall:

- (1) be Vice-Presidents of the Corporation;
- (2) furnish leadership to their respective Advisory Councils;
- (3) serve as advocates to the Board of Directors and the Executive Committee;
- (4) solicit written reports from the members of their own Advisory Council;
- (5) coordinate with the Vice-President of Administration to establish dates for submission of reports;
- (6) file written reports on the dates requested by the Vice-President of Administration

**Section 5.** The Advisory Councils shall be classified as:

- (1) the Services Council, convened by the Vice-President of Services acting as chair, comprised of Liaison Chairs, chairs of the Publications Committee and committees or interest groups providing programming or services, along with other chairs recommended by the Executive Committee;
- (2) the Administration Council, convened by the Vice-President of Administration acting as chair, comprised of the chairs of the Bylaws Committee, Long Range Planning Committee, and Nominations Committee, and chairs of other committees charged with administrative or organizational functions, along with other chairs recommended by the Executive Committee;
- (3) the Finance Council, convened by the Vice-President of Finance acting as chair, comprised of chairs of the Finance Committee, Endowment Fund Committee, and chairs of committees conferring scholarships and awards, along with other chairs recommended by the Executive Committee;

- (4) the Divisions Council, convened by the Vice-President of Divisions acting as chair, comprised of Division Chairs and chairs of auditions, festivals, or activities associated with each division;
- (5) the States Council, convened by the Vice-President of States acting as chair, comprised of the State Representatives.

## **SETC Rules of the Association**

Rule I.4. ***Semi-Annual Reports.*** The semi-annual reports described in the Bylaws and required for timely submission to the Executive Committee are submitted on or before the deadline established by the Vice-President of Administration. Those semi-annual reports containing action items and/or items of interest will be mailed to Board and Advisory Council members prior to the Executive Committee meetings. The Vice-President of Administration will read the reports submitted by the deadline and distribute to the Board an action agenda showing only those items that require Executive Committee or Board action. No action items or reports will be discussed in the Reports portion of the Executive Committee agenda unless submitted to the Vice-President of Administration by the deadline. Members of the Board and Advisory Councils will receive a list of reports submitted and not submitted. (3/8/14)

Rule I.5. ***Committee and Interest Group Appointments.*** The incoming President of SETC will announce all new appointments insofar as possible at the first Executive Committee meeting at which President presides. Unless otherwise provided for by the Articles, Bylaws, or other Rules of SETC, committee and interest group appointments are for a term corresponding to that of the officer who lawfully makes the appointment. Ordinarily, committee and interest group appointments end at the conclusion of the Annual Meeting following the appointment, unless the committee, interest group, or member is discharged sooner. (9/6/08)

Rule I.6. ***Meeting Dates.*** The annual convention will begin on the first Wednesday in March, except that, in extraordinary circumstances, the Executive Committee may approve beginning the convention no more than one week before or after that Wednesday. The fall auditions and Board of Directors and Advisory Council meeting will be held on the first weekend following Labor Day. In addition to meetings during the annual convention and fall Board of Directors meeting, the Executive Committee will meet during the weekend immediately following the first Sunday in January and the weekend immediately following the second Sunday in May. (9/6/14)

Rule I.7. ***Distribution of Minutes.*** Within two weeks of the conclusion of any meeting of the corporation, the Board of Directors, or the Executive Committee, the Secretary shall electronically circulate, for possible correction, the minutes thereof to Executive Committee members and selected interested parties. No more than two weeks subsequent, corrected minutes shall be sent to the Executive Director, who in turn shall send copies to all members of the Board of Directors, the Advisory Councils, and other interested parties. "Interested parties" shall consist of those SETC members who request to be on the distribution list, provided that the Executive Director may purge the list occasionally by calling for new requests. (3/8/14)

Rule I.8. ***Distribution of Manuals.*** Outgoing officers and members of the Board and Advisory Council will deliver current copies of the appropriate Manuals of Operations to their successors or make arrangements with the Vice-President of Administration to do so. (3/8/14)

Rule I.9. ***Formation of Interest Groups.*** If there is sufficient common interest, a group of SETC members may present a proposal for their inclusion in SETC as an interest group by submitting a narrative of support to the Executive Committee and the Board of Directors. It must be approved by a majority vote by both bodies. After a minimum of two years, the interest group may wish to present evidence of successful operation and request ad hoc committee status. After a minimum of two years of successful operation as an ad hoc committee, the group may submit a narrative of support and a proposed manual of operation for standing committee status. In all cases, groups must be approved by a majority vote of the Executive Committee and the Board of Directors. In no case may any group apply for SETC funds before gaining ad hoc committee status. (9/6/08)

Rule I.11. ***Advisory Council Meetings.*** The Advisory Councils, chaired by the Vice-Presidents, will meet separately before the fall and spring Executive Committee meetings. (3/8/14)

Rule I.16. ***Exhibitors Representative.*** The President shall each year appoint a representative for the commercial exhibitors. This person shall represent the concerns of the commercial exhibitors to the Services Council and (*when necessary*) to the Executive Committee, and shall work closely with the Executive Director to insure that commercial exhibitors are effectively and comfortably provided for at each year's convention. (3/8/14)

Rule I.17. ***Preparation of Manuals.*** All manuals must be prepared in the following format:

Part I. *Operating Procedures.* (In this section should appear as much detail as may be necessary about how the subject group or activity functions. These procedures are not binding upon future users of the manual, but rather constitute useful hints from previous activists. They may be changed at any time.)

Part II. *Policy from Higher Authority.* (In this section should be quoted any Bylaws, Rules, Board or Executive Committee actions, or other policy statements bearing on the work of the manual's subject group. These policy statements may not be changed except by acceptance of the higher authority involved.)

Part III. *Regulations from This Constituency.* (In this section should be presented in full any decisions by the manual's subject group that are intended to be binding on future operation. These regulations may not be changed except when the subject group meets.) All manuals must be set in 12 point Times New Roman and structured in MLA outline format. At the end of the manual, there should appear the name of the originator of the latest revision and the date of its acceptance by the Executive Committee. Manuals may not contain commitments to specific dollar amounts or to any expenditure. At the end of the division or committee chair's term of office all copies of the minutes, budget, and other information shall be passed on to the next chair and copies shall also be sent to archives. (9/6/08)

Rule I.18 ***Procedures for Updating Manuals.*** The Vice-President of Administration solicits current operations manuals and asks that all committee chairs, division chairs, officers and festival chairs to send changes to the appropriate Vice-President. Any constituency wishing to amend its manual may do so by clearly highlighting proposed changes in an electronic copy of the document and submitting the manual to the designated Vice-President. The designated Vice-President collaborates with the Executive Director on proposed changes to Part I Operational Procedures as appropriate. All amended manuals are then sent to the Bylaws Committee, which shall advise whether each manual conforms to applicable Bylaws, Rules, and other directives of the Corporation. Nonconforming manuals will be returned to the designated Vice-President for further revision and consultation with the appropriate chair or officer. That Vice-President will present manuals conforming to applicable statutes for acceptance at the next regularly scheduled meeting of the Executive Committee. Revisions in Part I *Operating Procedures* or Part II *Policy from Higher Authority* may be submitted to the designated Vice-President at any time. Revisions to Part III *Regulations from this constituency* must follow a vote on such amendments by the constituency during the annual convention.

Process:

1. Committee Chair sends updated manuals to designated Vice-President;
2. Designated Vice-President collaborates with Executive Director on proposed changes to Part I *Operating Procedures* as appropriate;
3. Vice-President sends to Bylaws, who sends response to the designated Vice-President
4. That Vice-President presents manuals to Executive Committee;
5. After approval, Vice-President of Administration sends approved manual to Executive Director;
6. Executive Director facilitates archiving of manual, uploading to website, and copy of approved manual to Committee Chair or Officer. (9/12/2015)

Rule III.1. ***Budget Preparation.*** Each officer, division or committee chair shall submit a budget request when it is requested by the central office. The Executive Director shall incorporate these requests into a draft budget for the forthcoming fiscal year. This draft budget, together with all budget requests, shall then be studied by the Finance Committee, which will recommend to the Executive Committee for approval a balanced budget. Each officer, division or committee shall operate within the approved budget. (3/15/98)

Rule III.4. ***Convention Program Expenses.*** Except as otherwise provided in these Rules, convention program budget funds may not be used to reimburse convention or travel expenses incurred by persons who reside or organizations located within the SETC region. Anyone who resides within the SETC region and who serves on a convention panel will not receive an honorarium. (3/5/08)

Rule III.10. ***Expenditures Not in the Budget.*** Any business before the Board of Directors or Executive Committee which involves financial commitments not provided for in the current budget shall be reviewed by the Finance Committee and its recommendations considered before any final vote. (3/7/93)

Rule III.13. ***Changes in the Budget.*** The Finance Committee must approve any changes in the budget between meetings of the Executive Committee, but may do so only within a latitude of five percent of the total budget. (3/15/98)

Rule V.1. ***Alcoholic Beverages.*** SETC will not sell or provide alcoholic beverages in the hospitality suites or at SETC activities to anyone under the legal age limit established by the laws of the state in which the convention is being held. (9/7/91)

Rule V.2. ***Nondiscrimination.*** The right to membership, to hold office, and to participate in SETC activities, including (but not limited to) conventions, meetings, auditions, and performances shall not be abridged because of age, color, disability, gender, gender expression, gender identity, genetic information, military veteran's status, national origin, race, religion, sex, sexual orientation or any other characteristic protected by law. (3/7/12)

Rule V.4. ***Board and Committee Membership.*** All officers, Board of Directors and Advisory Council members, and committee members (except the Local Arrangements Committee) must individually be current members of SETC. Employees of the SETC Central Office may collaborate with and serve committees, without vote, as an aspect of their job descriptions or as instructed by the Executive Director upon the request of the Executive Committee. (3/8/14)

Rule V.5. ***Smoking Policy.*** Smoking at all SETC convention meal functions, committee meetings, and programs shall be prohibited. (3/10/91)

Rule V.7. ***SETC News Responsibilities.*** All Division Chairs, State Representatives, interest area chairs, and other chairs shall submit appropriate items to SETC News on a schedule provided to them. This responsibility shall be included in all appropriate operations manuals. (3/8/14)

### **PART III. REGULATIONS FROM THIS CONSTITUENCY**

None.

**Created by Ginger Willis, Exhibitors Representative and David S. Thompson, Administrative Vice President, February 18, 2006**

**Date of Acceptance by the Executive Committee: March 1, 2001 - President: Denise Halbach**

**Revised by Jack Benjamin, Administrative Vice President, June 2010**

**Date of Acceptance by the Executive Committee: September 11, 2010 – President Alan Litsey**

**Approved by the Executive Committee: September 12, 2015 – President Tiza Garland**

**Revised by Esthere Strom, Exhibitors Representative and Pat Gagliano, Vice President of Services, August 1, 2016**

**Date of Acceptance by the Executive Committee: September 10, 2016 – President Tiza Garland**